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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number	10/821,516
Filing Date	04/09/2004
First Named Inventor	Kowalchuk
Art Unit	3623
Examiner Name	Unknown
Attorney Docket Number	92164624.2

### ENCLOSURES (Check all that apply)

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| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance communication to Technology Center (TC)<br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br>1) PTO/SB/08A<br>2) PTO/SB/08B<br>3) Return Postcard |
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Remarks

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Brian C. McCormack, Reg. No. 36,601 Baker & McKenzie LLP
Signature	<i>Brian C. McCormack</i>
Date	1-6-2005

### CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Brian C. McCormack, Baker & McKenzie, LLP
Signature	<i>Brian C. McCormack</i>

Date 1-6-2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Craig W. Kowalchuk

Application No: 10/821,516

Filing Date: 04/09/2004

Examiner: Unknown

Group Art No: 3623

Attorney Docket Number: 92164624.2

For: SYSTEMS AND METHODS FOR TARGETING CONSUMERS ATTITUDINALLY  
ALIGNED WITH DETERMINED ATTITUDINAL SEGMENT DEFINITIONS

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Commissioner:

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the duty of disclosure under 37 C.F.R. § 1.56, Applicant(s) hereby notify the U.S. Patent and Trademark Office of the document(s) which is/are listed on the attached Form PTO-SB/08A and PTO-SB/08B. Copies of the references may be found in parent application number 09/511,971 filed on 9/24/2000.

X  (1) This IDS does NOT require a fee or 37 C.F.R. § 1.97(e) statement because it is being filed (check all that apply):

(a) Within three months of the filing date of a national application other than a continued prosecution application under § 1.53(d); **OR**

(b) Within three months of the date of entry of the national stage as set forth in §

1.491 in an international application; **OR**

☒ (c) Before the mailing of a first Office action on the merits; **OR**

☐ (d) Before the mailing of a first Office action after the filing of a request for continued examination under § 1.114.

☐ (2) This information disclosure statement is filed before the mailing date of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application, and (check only one):

☐ (a) Is accompanied by the fee set forth in § 1.17(p); **OR**

☐ (b) Each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement; **OR**

☐ (c) No item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

☐ (3) This Information disclosure statement is filed on or before payment of the issue fee and is accompanied by the fee set forth in § 1.17(p); **AND** (check only one):

☐ (a) Each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement; **OR**

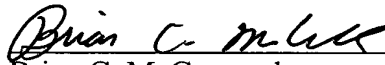
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cited in a communication from a foreign patent office in a counterpart foreign application, and to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

The submission of the listed documents is not intended as an admission that any such document constitutes prior art against the claims of the present application. Applicant(s) does/do not waive any right to take any action that would be appropriate to antedate or otherwise remove any listed document as a competent reference against the claims of the present application.

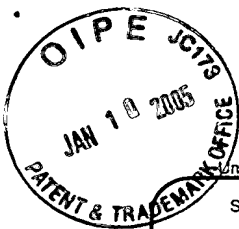
Please charge any necessary fee or credit any overpayment in connection with this Information Disclosure Statement to Deposit Account No. 13-0480 (please reference 92164624.2).

Respectfully submitted,



Brian C. McCormack  
Attorney for Applicant  
Reg. No. 36,601

Dated: 1-6-2005  
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Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

### Complete if Known

Application Number	10/821,516
Filing Date	04/09/2004
First Named Inventor	Kowalchuk
Art Unit	3623
Examiner Name	Unassigned
Attorney Docket Number	92164624.2

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 5,041,972	8/20/1991	Frost	
		US- 6,061,658	5/9/2000	Chou et al.	
		US- 6,233,564	5/15/2001	Schulze Jr.	
		US- 6,236,977	5/22/2001	Verba et al.	
		US- 6,285,983	9/4/2001	Jenkins	
		US- 6,286,005	9/4/2001	Cannon	
		US- 6,430,539	8/6/2002	Lazarus et al.	
		US- 6,539,392	3/25/2003	Rebane	
		US- 6,623,040	9/23/2003	Foley et al.	
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	MM-DD-YYYY			

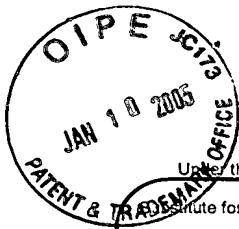
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		<b>Complete if Known</b>			
		Application Number	10/821,516		
		Filing Date	04/09/2004		
		First Named Inventor	Kowalchuk		
		Art Unit	3623		
		Examiner Name	Unassigned		
Sheet	2	of	2	Attorney Docket Number	92164624.2

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		JACKSON, et al., "Strategic Database Marketing", 1996, NTC Business Books, pages 89-96, 102-103, 158-159, 161-163, and 168-187.	
		BORT, JULIE, "Data Mining's Midas Touch", InfoWorld, April 1996, Volume 18, Issue 18, Start Page 69, [Retrieved on March 27, 2002], Retrieved from: Proquest Direct.	
		"Database Marketing : Improving Service and Profitability by Segmenting Customers...", American Banker, September 1998, Volume 163, Issue 176, Start Page 30A [Retrieved on March 27, 2002], Retrieved from: Proquest Direct.	
		NASH, EDWARD L., "Database Marketing, the Ultimate Marketing Tool", 1993, McGraw-Hill, Inc., pages 41-43, 90-91, 128-163.	
		O'SULLIVAN, ORLA, "Bringing Your Commercial Customers Into Focus", www.banking.com, 01/22/1998 [retrieved on 12/24/02], 4 pages retrieved from: google.com and archive.org.	
		"Hottest Technology", Computer Business Review, 10/01/1996 [retrieved on 12/24/02], Volume 4, Number 10, 2 pages, retrieved from: Dialog.	
		LACH, JENNIFER, "Data Mining Digs In", American Demographics, 07/1999 [retrieved on 12/24/02], 4 pages, retrieved from: Dialog.	
		KRESS et al., "Forecasting and Market Analysis Techniques", Quorum Books, 1994, pages 29-54.	
		WEINSTEIN, ART, "Marketing Segmentation", McGraw Hill, 1994, pages 52-64.	
		MUGO, FRIDAH, W., "Sampling in Research", http: trochim.human.cornell.edu/tutorial/mugo/tutorial.htm, 02/10/1998 [retrieved 04/04/04], pages 1-8, retrieved from : Google.com and archive.org.	

Examiner Signature		Date Considered	
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<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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